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Visitor Readership Study

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VISITOR READERSHIP STUDY

prepared by
Columbia Union Communication Department
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June, 1987

EXECUTIVE SUMMARY

OVERVIEW OF THE STUDY

A random sample of 400 Visitor subscribers were asked to respond to three measures of readership:

1. How often they read.
2. What sections they read.
3. What articles in the February 15 issue they read.

In addition, the survey included attitudinal questions about the Visitor and questions about demographic data.

RESULTS OF THE STUDY

Of the 400 surveys mailed out, two waves of mailing brought back 95 usable responses, or about 24 percent. The results showed:

- * 76 percent read the Visitor regularly or always.
- * 29 percent spend more than half an hour reading.
- * 52 percent read the conference spotlight, regardless of which conference it is.
- * 55 percent read a story about Washington Adventist Hospital, the best read piece in the February 15 issue.
- * 91 percent agree with the statement, "I believe what I read in the Visitor."
- * 91 percent agree with the statement, "The Visitor is easy to read."

Analysis by conference showed that Columbia Union members still like to read about their own conference best. Of 14 articles identified by conference, 12 were better read by that conference's members than by the total group. The conference designation for an article needs to be highlighted.

But the most surprising--and encouraging--finding from the research is that the Visitor serves an important ministry within the Columbia Union: It reaches out to those with tenuous ties to the church. The data showed:

- * 22 percent said they had not attended church last week, but they read the Visitor.
- * 21 percent said that non-members occasionally read the copy of the Visitor that comes to their home.

The Visitor is more than just a tool for conferences to use in promoting programs. It also is a vehicle for blessing lives.

VISITOR READERSHIP STUDY

Publications study their readership frequently. They want to know more about the demographics of readers--age, income, occupation, socioeconomic status, as well as interests, plans, lifestyles, family situations, attitudes. In addition, they often collect data to tell advertisers and sponsors about the people who read the publication--why they read, what they read, what they do when they are not reading. The Columbia Union last studied the readership of its union paper--the Columbia Union Visitor--in 1971.

READERSHIP IN 1971

The 1971 study show that 88 percent said they read the Visitor regularly, and 55 percent said they read their conference's section first. However, 43 percent said they read the lead article first, regardless of what conference it came from. And 16 percent wrote in a response to say they read it from cover to cover.

The survey also included questions about potential changes. Almost no one wanted the Visitor to change to a tabloid newspaper--only 4 percent said so. By a 2-1 margin people wanted color used on the inside pages of the Visitor.

In response to a summary question, 87 percent thought the Visitor in 1971 was worth the approximately 20 cents that it cost to send each copy to each home in the Columbia Union.

(Interestingly, the cost to receive the Visitor has increased only slightly since 1971. The 1987 budget totals \$320,680, which amounts to \$.38 per copy. However, advertising revenue and rental of the mailing list--as well as union subsidy--cut the final cost that conferences must pay to only \$6.25 per subscription per year, or about \$.26 per copy. The 1971 readership survey does not indicate whether the \$.20 per copy is the total cost or the cost to the conference.)

Two unsolicited comments from the 1971 survey summarize well the opinions of readers 16 years ago. The first comment speaks of the role the Visitor played in the life of the typical Adventist then. The second comment speaks of the desire of many fervent readers to keep costs down--at all costs.

COMMENT #1

I look forward to the Visitor. I borrowed it from a neighbor months before I became an Adventist 21 years ago. I still read it from cover to cover.

COMMENT #2

Cut prices. All we need is the information.

NEED FOR ANOTHER READERSHIP STUDY

The intervening 16 years have brought major changes to the Visitor. Six editors have directed the publication. The Visitor became an insert to the Adventist Review, then stopped being an insert to the Review. Conference sections disappeared, replaced by topical sections like "The Caring Christian" and "Adventist Seniors."

Simple passage of time would dictate a readership analysis. However, the changes in the publication make the analysis that much more important. Thus, this study was undertaken.

HOW THE READERSHIP STUDY WAS DONE

The first step in the readership study was to determine what aspects of readership should be studied. We chose to measure four areas.

1. Characteristics of Readership: We asked how frequently people read the Visitor, how much time they spent reading, whether they read from front to back or from back to front, when they read the Visitor, and who else in the household read the Visitor.
2. Readership of Visitor Sections: Because the Visitor has abandoned conference designations in favor of union-wide "topics," we measured how frequently people read each of the 21 identifiable sections of the Visitor.
3. Readership of Articles in a Specific Issue: We asked people to list how much they read of each article in the February 15, 1987, issue of the Visitor.
4. Attitudes toward the Visitor: The attitude section included how people felt about the content of the Visitor, how reading the Visitor made them feel about their conference and church, and whether they believed what they read in the Visitor.

Because the Adventist Health System wanted to know about people's perception of Adventist hospitals, questions were included to measure how people learned about the health system and whether they agreed that the health system promoted the spiritual mission of the Church.

In addition, the study asked for demographic variables such as age, sex, income, race, city size, and education. Besides the traditional demographic variables, we asked for conference membership, amount of Adventist education, church office-holding, employment in Adventist institutions, and church attendance.

A copy of the survey is included with this report as Appendix A. Appendix A also reports the raw percentages of response to the questions in the survey.

Once the questionnaire had been developed and pretested, we drew a random sample of 400 names from the Visitor mailing list. We sent the first wave of mailing two weeks after the February 15 issue was mailed from the publishing house. Three weeks later, a second wave of mailing was sent to those who had not responded yet. Returns from that mailing came in over a three-week period. Thus, the time from the publication of the February 15 issue until data collection was completed was almost two months.

Analysis was done on the Columbia Union College computer using the Statistical Package for the Social Sciences. Statistics used in the analysis were frequency counts and chi-square contingency tables.

RESULTS OF THE READERSHIP STUDY

Of the 400 surveys mailed, 98 were returned, a response rate of barely 25 percent. However, three of those surveys were not filled out enough to analyze, so the analysis is based on 95 returns. A tabulation of the raw percentages of responses to each question is presented on the copy of the questionnaire included with this report as Appendix A.

The two key readership variables were how frequently people read the Visitor and how much time they spent reading the Visitor. The results in Table 1 below show that 76 percent read regularly or always; that compares with 88 percent who reported regularly in the 1971 study. Table 1 also shows that 29 percent spend more than half an hour reading an issue of the Visitor, and only 12 percent spend less than 10 minutes. Other readership variables--such as when people read the paper and whether they read front to back or back to front--are reported in Appendix A.

Table 1
VISITOR READERSHIP

	Percent
Frequency of Reading	
Always	48
Regularly	28
Sometimes	21
Rarely	2
Never	0
Time Spent Reading	
Less Than 10 Minutes	12
10 to 30 Minutes	59
More Than 30 Minutes	29

People's attitudes about the Visitor were also important. Key attitudinal questions are summarized in Table 2, with the full listing included in Appendix A. Probably the key question asked whether people believe what they read in the Visitor, and 91 said they did. Table 2 shows that 91 percent also agreed that the Visitor is easy to read. The table also shows that people want the illustrations the Visitor prints and get some ideas for Sabbath services and personal witnessing.

Table 2
ATTITUDES ABOUT VISITOR*

	Agree	Disagree
I Believe What I Read in Visitor	91	2
Visitor Is Easy to Read	91	3
Visitor Runs Too Many Illustrations	6	68
Visitor Helps Sabbath Service	44	13
Visitor Has Ideas for Witnessing	58	13
Saw News About My Church This Year	54	32

* The total "Agree" and "Disagree" does not equal 100 percent because some respondents had no opinion.

Perhaps the most astonishing statistic in Table 2 is the figure that shows 54 percent of the people had seen things about their local church in the Visitor in the past year. The percentage can't be correct, because the Visitor can't cover anything close to half the churches in one year. But the response is still there. One possible explanation is that people feel the Visitor covers things they know; Visitor content sounds

familiar, though it may be about things far away. Thus, they feel close to a distant church--and think it is "their church."

Results for the readership of specific sections are ranked in order of readership in Appendices B, which shows that the best read section is the "Editorial," followed by "Conference Spotlight," and "The Caring Christian."

Appendix C, reporting readership of specific articles in the February 15 issue, shows that the best read article in the issue is one about Washington Adventist Hospital using balloons to open heart valves. Its strong readership comes partly because it is in a prominent position on a prominent page--but the story also has a compelling photograph.

Other well read stories include the merger of the Loma Linda campuses, Reader's Digest reprinting an article from Signs--neither of which had a picture, but both of which ran on the same page. However, a page of pictures of youth activities was the next best read, followed by two pieces in very prominent locations in the magazine--the editorial on page 2 and a feature on page 3 about someone baptized through It Is Written work.

The least read part of the paper was the campmeeting reservation blank, followed by stories about churches in Warren, Pennsylvania, and Parkersburg, West Virginia, and a photo story about a Spanish radio speaker in New Jersey.

If these tabulations tell us anything, it is that photos and page position count greatly in describing readership of articles.

CHARACTERISTICS OF RESPONDENTS

Since the response rate was low, it is important to describe those who did respond. To do that, we reprint the page from the questionnaire which collected the demographic data, together with the percentage responses.

Table 3
DEMOGRAPHIC CHARACTERISTICS OF THE SAMPLE

- | | |
|--|-----|
| 15. Which conference do you belong to? | |
| <input type="checkbox"/> Allegheny East | 11% |
| <input type="checkbox"/> Allegheny West | 5% |
| <input type="checkbox"/> Chesapeake | 12% |
| <input type="checkbox"/> Mountain View | 3% |
| <input type="checkbox"/> New Jersey | 10% |
| <input type="checkbox"/> Ohio | 14% |
| <input type="checkbox"/> Pennsylvania | 17% |
| <input type="checkbox"/> Potomac | 28% |
| 16. Do you hold a church office in your local church? | |
| <input type="checkbox"/> Yes | 54% |
| <input type="checkbox"/> No | 45% |
| 17. We'd like to know if people who can't get to church read the Visitor. Please tell us about how often you attend an Adventist church? | |
| <input type="checkbox"/> Almost every Sabbath | 85% |
| <input type="checkbox"/> About half the time | 4% |
| <input type="checkbox"/> Approximately once a month | 1% |
| <input type="checkbox"/> Several times a year | 6% |
| <input type="checkbox"/> Not once in the last year | 4% |
| 18. Did you attend church this past Sabbath? | |
| <input type="checkbox"/> Yes | 78% |
| <input type="checkbox"/> No | 22% |
| 19. If there are any children under age 18 in your household, are they attending Adventist schools? | |
| <input type="checkbox"/> Yes, they are | 18% |
| <input type="checkbox"/> No, they are not | 18% |
| <input type="checkbox"/> At least one is, and at least one is not | 3% |
| <input type="checkbox"/> No children in home | 61% |
| 20. What is your race? | |
| <input type="checkbox"/> White | 81% |
| <input type="checkbox"/> Black | 14% |
| <input type="checkbox"/> Hispanic | |
| <input type="checkbox"/> Asian, including Indian | 5% |
| <input type="checkbox"/> Other | |
| 21. Are you employed by the Adventist church or one of its schools or hospitals? | |
| <input type="checkbox"/> Yes | 23% |
| <input type="checkbox"/> No | 77% |
| 22. How many people live in your city or metropolitan area? | |
| <input type="checkbox"/> Less than 5,000 | 22% |
| <input type="checkbox"/> 5,001 to 50,000 | 25% |
| <input type="checkbox"/> 50,001 to 500,000 | 23% |
| <input type="checkbox"/> More than 500,000 | 30% |
| 23. What is your age? | |
| <input type="checkbox"/> Less than 30 | 8% |
| <input type="checkbox"/> 30-45 | 28% |
| <input type="checkbox"/> 46-60 | 23% |
| <input type="checkbox"/> More than 60 | 40% |
| 24. What is your sex? | |
| <input type="checkbox"/> Male | 37% |
| <input type="checkbox"/> Female | 63% |
| 25. What is your household's annual income? | |
| <input type="checkbox"/> Less than \$15,000 | 29% |
| <input type="checkbox"/> Between \$15,000 and \$40,000 | 62% |
| <input type="checkbox"/> More than \$40,000 | 9% |
| 26. How many years of education have you completed? | |
| <input type="checkbox"/> Grade school | 12% |
| <input type="checkbox"/> High school | 41% |
| <input type="checkbox"/> College | 27% |
| <input type="checkbox"/> Post-graduate | 20% |
| 27. Did you attend any Adventist schools? | |
| <input type="checkbox"/> Elementary School | 28% |
| <input type="checkbox"/> Academy | 28% |
| <input type="checkbox"/> College | 38% |
| <input type="checkbox"/> None | 51% |

Table 3 shows that the sample represented a great number of white older females, who did not have high incomes. However, 47 percent had graduated from college, and 19 percent had had all their education in Adventist schools. About 23 percent worked for the church, and 55 percent held a local church office.

A full 22 percent said they had not attended church last week, a figure much lower than attendance records would indicate but still high when one considers that these people--who did not attend church--returned a survey about the church's publication. Indeed, 6 percent said they attended church only a few times a year--and 4 percent said not once in the past year. About half the sample who had children at home sent the children to Adventist schools. But 61 percent did not have children in the home.

RELATIONSHIPS BETWEEN DEMOGRAPHIC VARIABLES

For our purposes here, however, it is more interesting to look at the relationship between certain demographic variables. Such an analysis will let us describe Columbia Union membership in a way that has been previously unavailable.

For instance, the relationship between age and church office-holding; 60 percent of the younger members hold a church office, compared to only 42 percent of older members. This suggests that church leadership is younger than many may have thought.

Likewise, comparing age with Adventist educational background shows that 31 percent of younger members have had all their education in Adventist schools, while only 3 percent of older members have.

Other relationships that show up with age are described in Table 4. They include the fact that older members are more likely to have missed church last week, are less educated, and are more likely to have a non-member in the home who occasionally reads the Visitor.

Table 4
AGE AND COLUMBIA UNION MEMBERS

	Younger Members	Older Members
Office Holding		
Hold Church Office	60	42
Don't Hold Church Office	40	58
Adventist Education		
All in SDA Schools	31	3
Some in SDA Schools	29	34
None in SDA Schools	40	63
Church Going		
Attended Last Week	80	71
Didn't Attend Last Week	20	29
Education		
High School	37	74
College	63	26
Pass Along Readership		
Non-member Reads	12	28
No Non-member Reads	88	72

Education also shows some interesting relationships with other demographic variables. Table 5 shows that Adventist church workers are more likely to have a college degree than non-workers. Likewise, it shows that the more educated Adventists are more likely to have had Adventist schooling.

Table 5
EDUCATION OF COLUMBIA UNION MEMBERS

	More Educated	Less Educated
Church Employment		
Work for Church	35	12
Don't Work for Church	64	88
Adventist Education		
All SDA Schools	38	2
Some SDA Schools	38	24
No SDA Schools	24	74

Table 6 reveals several interesting relationships between local church office-holding and other demographic variables. Not surprisingly, office-holders are far more likely to have attended church last week; they probably had a part in it. But they are less likely to agree with the statement that "The Visitor suggests good ideas to try during Sabbath services." Further, they are also less likely to agree with the statement that "Things I read in the Visitor give me ideas on how to witness."

Table 6 also shows that 60 percent of the males hold a church office, while 50 percent of females do. And, the table shows, office holding seems to bear little relationship to

Adventist educational background; around 50 percent of both groups hold church office. A similar non-relationship shows up between office-holding and having children in Adventist schools; about half of both groups have children in school.

Table 6
LOCAL CHURCH OFFICERS IN THE COLUMBIA UNION

	Hold Office	Don't Hold Office
Church Going		
Attended Last Week	90	64
Didn't Attend Last Week	10	36
Ideas for Sabbath Services		
Visitor Gives Ideas	37	51
Visitor Doesn't Give Ideas	20	20
Ideas for Witnessing		
Visitor Gives Ideas	55	62
Visitor Doesn't Give Ideas	15	10
Sex		
Male	60	40
Female	50	50
Adventist Education		
All SDA Schools	55	45
Some SDA Schools	52	48
No SDA Schools	56	44
Children's School Attendance		
In SDA Schools	53	47
Not in SDA Schools	50	50
No Children at Home	53	47

One last relationship between the demographic variables should be noted. We looked at Adventist school attendance among the younger respondents--those under 45. These should be the prime prospects for Adventist church schools and academies. And Table 7 shows that we are doing very well at getting these children into Adventist schools. In that age group, 39 percent of the families have their children in Adventist schools, versus only 21 percent who do not. (The other 39 percent do not have children.)

In other words, almost twice as many homes send their children to church school as do not. The conclusion is quite clear: Adventist education is recruiting well; there simply are not enough children to draw from. When almost 40 percent of the younger members do not have children, Adventist education will suffer.

Table 7*
SENDING CHILDREN TO ADVENTIST SCHOOLS
COMPARED WITH AGE OF COLUMBIA UNION MEMBER

Age of Respondent	Send to Adventist School	Don't Send to Adventist School
Under Age 45	39	21
Age 45 to 60	24	19
Over Age 60	3	14

* Percentages do not add to 100 because some households do not have children present.

READERSHIP BY DEMOGRAPHIC VARIABLES

One readership measure--frequency of reading--was used as the measure of readership for an analysis of the demographic characteristics of readers. To make the categories more equally distributed, those who responded either sometimes or rarely were grouped together. Thus, the three categories of readership are: always, regularly, and sometimes.

Table 8 on the following page presents that data, showing that readers tend to be less affluent, less educated, female, older, white, and from medium-sized towns.

However, generalizations are probably too hasty. For example, 52 percent of white readers reported reading always, while only 39 percent of black readers did so. However, the figures for sometimes reading are almost identical--21 percent for whites and 23 percent for blacks.

Similarly for age, those between 45 and 60 reported least frequently for always reading, but also reported least frequently for sometimes reading. They fell into the regular category.

Another interesting disparity occurs in income. For always readers, there is a straight relationship between less income and more reading. But for the lowest category of readership--sometimes--those with incomes between \$15,000 and \$40,000 were least frequently represented. In other words, the straight line relationship wasn't straight.

Table 8
DEMOGRAPHIC CHARACTERISTICS OF VISITOR READERS

	Frequency of Reading		
	Always	Regular	Sometime
Income			
Less Than \$15,000	58	15	27
\$15,000 to \$40,000	50	32	18
More Than \$40,000	25	25	50
Education			
Grade School	55	27	18
High School	49	31	21
College	54	23	23
Graduate School	37	32	32
Sex			
Male	34	37	29
Female	57	23	20
Age			
Under 45	49	20	31
45 to 60	41	46	14
Over 60	53	26	21
Race*			
White	52	27	21
Black	39	39	23
City Size			
Under 5,000	37	32	32
5,000 to 50,000	64	23	14
50,000 to 500,000	30	45	25
Over 500,000	58	19	23

* Few Asian responses were received and no Hispanic responses were, so those categories are not included in this table.

Table 9 shows the relationship between frequency of reading and the demographic variables related to church issues.

Table 9
CHURCH-RELATED CHARACTERISTICS OF VISITOR READERS

	Frequency of Reading		
	Always	Regular	Sometime
Amount of Adventist Education			
All in SDA Schools	56	39	6
Some in SDA Schools	41	21	38
None in SDA Schools	50	29	21
Children's School Attendance			
In SDA Schools	32	37	32
Not in SDA Schools	56	25	19
No Children at Home	53	24	24
Employment			
Work for Church	46	27	27
Don't Work for Church	49	29	22
Office Holding			
Hold Local Church Office	43	37	20
Don't Hold Church Office	55	18	27
Church Going			
Attended Last Week	49	30	22
Didn't Attend Last Week	48	24	29

The table shows several suprising things. First, attendance at church makes little difference in Visitor readership. Non-attenders report only slightly less reading than attenders, with virtually half saying they always read the Visitor.

Second, church officers report reading always less often than those who don't hold church office. Officers do report a

great deal of regular reading, and probably scan the Visitor for articles of particular interest to them.

The findings for church workers are similar, although more consistent. Workers are less likely to report reading always and more likely to report reading only sometimes. Perhaps they feel they get most of the Visitor's content through work channels.

The two educational variables show no clear relationship. Parents of children in Adventist schools seem least likely to read the Visitor, but those with all Adventist educational background are most likely to read the Visitor. Yet it would seem logical that Adventists with an Adventist educational background would send their children to Adventist schools.

One thing does stand out sharply from the two tables of demographic data: The Visitor reaches the groups of Adventists that other aspects of church programs may not. For example, non-attenders are not touched by church services--but are by the Visitor. Poorer people may not be able to afford Adventist schools for their children--but they read the Visitor. People who don't work for the church may feel left out of hierarchical politics--but they read the Visitor. Younger people may feel estranged from the church because they are not elected to local church leadership positions--but they read the Visitor.

Again and again, the demographic analysis suggests that the Visitor ministers to members who may not be blessed by many of the church's other programs.

READERSHIP BY CONFERENCE MEMBERSHIP

The small number of responses do not make it possible to do extensive analysis by conference. But we can analyze whether members are more likely to read stories from their conference or not. We do this by comparing the readership scores for 14 articles identified with a specific conference in the February 15 issue.

Table 10
READERSHIP OF ARTICLES BY CONFERENCE MEMBERSHIP

Conf	Story	Percent Reading Most of Article		
		Conf Readers	Total Readers	Difference
Penn	Ministers Wives Meet	60	34	26
Penn	New Church Baptism	54	35	19
Ches	Reservation Blank	36	20	16
Pot	It Is Written Baptism	58	43	15
Penn	Wilkes-Barre Fair	54	39	15
All E	Pine Forge Volunteers	50	37	13
Penn	W Chester Anniversary	40	27	13
M View	Parkersburg Annex	33	21	12
Ches	Lynd Honored	36	26	10
Penn	Editorial	53	44	9
Pot	Members Ordained	35	30	5
Pot	Contituency Notice	19	18	1
Ohio	Golf Pro	31	36	(5)
N Jers	Spanish Radio Speaker	11	20	(9)

In 12 of the 14 cases, members from the conference reported more reading of the article than was true for the sample as a whole. All but five of the differences are greater than 10 percentage points, and they range as high as 26 percentage

points--or almost double. The clear inference is that conference designation is an important factor in readership.

Three other analyses by conference membership were useful, although they are based on the extremely small samples from each conference. All deal with the conference-by-conference breakdown of three attitudinal measures: Does the Visitor help me learn about my local conference? Does the Visitor help me feel good about my local church? Have I seen news about my local church in the Visitor this year? The questions tap the most important things the Visitor should do--inform people about their conference and church and help them feel good about Adventism. Table 11 presents the percentage of people who agreed with the statements.

Table 11
ATTITUDES TOWARD THE VISITOR BY CONFERENCE MEMBERSHIP

Conference	Percent Agreeing		
	My Conf	Feel Good	My Church
Allegheny East	78	70	50
Allegheny West	80	80	67
Chesapeake	73	40	46
Mountain View	33	67	33
New Jersey	78	38	50
Ohio	91	82	50
Pennsylvania	94	87	60
Potomac	85	44	63

Once again, there are sharp differences between conferences, with Pennsylvania and Ohio showing the most frequent agreement. The data can be a guide in planning for future Visitor coverage.

CONCLUSIONS

The Columbia Union Visitor is a well-read source of credible information for Seventh-day Adventists in the Columbia Union. More than 90 percent believe in the Visitor, and a similar number say it is easy to read. Also, more than 75 percent say they read it always or regularly.

Further, the Visitor promotes the work of the church in the Columbia Union. More than 80 percent say it keeps them in touch with their conference and with the union conference. More than 60 percent say it helps them feel good about their local church. The Visitor even suggests ideas for witnessing and for Sabbath services to about half its readers.

Against this background of credibility and readership stand two troubling findings. First, even the best read section of the magazine--or article in the February 15 issue--is read by barely half the union membership. Many articles are read by less than 1/4. A single article in the Visitor does not communicate much. Conference administrators and communication directors must think in terms of series of articles--appearing in several different issues--if they wish to promote a conference plan or event.

Second, Columbia Union members still like to read about their own conference best, despite three years in which conference designations have been downplayed sharply. While the policy of giving pages to conferences still may not be wise, the conference designation for an article needs to be highlighted.

Perhaps the most surprising--and encouraging--finding from the research is that the Visitor serves an important ministry within the Columbia Union: It reaches out to those with tenuous ties to the church. More than 20 percent said they had not attended church last week, but they read the Visitor. More than 20 percent also said that non-members occasionally read the copy of the Visitor that comes to their home.

The Visitor is more than just a tool for conferences to use in promoting programs. It also is a vehicle for blessing lives.

APPENDICES

- Appendix A Visitor Readership Study Questionnaire
- Appendix B Readership of Visitor Sections
- Appendix C Readership of Articles in February 15 Visitor

VISITOR READERSHIP SURVEY

We haven't surveyed Visitor readers since way back in 1972. Please tell us honestly what you think of the Visitor by taking 10 or 15 minutes to answer these questions. Then just fold the survey so the return address shows, staple or tape the survey together, and mail it to us. You don't need any postage.

1. Do you receive the Visitor regularly?

- ☐ Yes 94%
☐ No 6%

2. Do you recall receiving a copy of the February 15 Visitor about two weeks ago? (Just like the one enclosed with this survey)

- ☐ Yes 84%
☐ No 16%

3. About how often do you read the Visitor?

- ☐ Always 48%
☐ Regularly 28%
☐ Sometimes 21%
☐ Rarely 2%
☐ Never (If never, skip to #7.)

4. About how much time do you spend reading an issue of the Visitor?

- ☐ Less than 10 minutes 12%
☐ From 10 to 30 minutes 59%
☐ From 30 minutes to an hour 27%
☐ More than an hour 2%

5. Do you usually read the Visitor on the day it arrives or wait until Sabbath?

- ☐ The day it arrives 55%
☐ Wait until Sabbath 11%
☐ Whenever I have the time 35%

6. Do you usually read the Visitor from the front cover through the issue, or do you start at the back and read toward the front?

- ☐ Front to back 88%
☐ Back to front 11%

7. How many people besides yourself read the copy of the Visitor that comes to this address?

- None - 40% Two - 13%
 One - 44% Four - 2%

8. Are any of the people who sometimes read your copy of the Visitor adult non-Adventists?

- ☐ Yes 22%
☐ No 78%

9. What other Adventist publications do you read?

- ☐ Liberty 33%
☐ Message 15%
☐ Adventist Review 84%
☐ Listen 23%
☐ Vibrant Life 18%
☐ Signs of the Times 38%
☐ Others: 15%

10. What three non-Adventist publications are you most likely to read?

11. The Visitor doesn't categorize content by conferences. Instead, it combines stories by topics, such as "The Learning Christian" and "Adventist Youth." Please tell us how often you read each of the topical sections in the Visitor?

Section	Regularly	Sometimes	Never
A Wider View	<input type="checkbox"/> 40%	<input type="checkbox"/> 35%	<input type="checkbox"/> 25%
Adventist Pacesetters	<input type="checkbox"/> 36	<input type="checkbox"/> 38	<input type="checkbox"/> 26
Adventist Youth	<input type="checkbox"/> 40	<input type="checkbox"/> 40	<input type="checkbox"/> 20
Inside ads	<input type="checkbox"/> 33	<input type="checkbox"/> 39	<input type="checkbox"/> 28
Back cover ad	<input type="checkbox"/> 34	<input type="checkbox"/> 38	<input type="checkbox"/> 28
Classified Ads	<input type="checkbox"/> 43	<input type="checkbox"/> 32	<input type="checkbox"/> 25
Christian Seniors	<input type="checkbox"/> 37	<input type="checkbox"/> 30	<input type="checkbox"/> 33
Editorial	<input type="checkbox"/> 52	<input type="checkbox"/> 34	<input type="checkbox"/> 14
Faithful Steward	<input type="checkbox"/> 34	<input type="checkbox"/> 36	<input type="checkbox"/> 30
Harvest 90	<input type="checkbox"/> 34	<input type="checkbox"/> 38	<input type="checkbox"/> 28
Hour of Prayer	<input type="checkbox"/> 38	<input type="checkbox"/> 32	<input type="checkbox"/> 30
Legal Notices	<input type="checkbox"/> 25	<input type="checkbox"/> 34	<input type="checkbox"/> 41
New Faces, New Places	<input type="checkbox"/> 45	<input type="checkbox"/> 35	<input type="checkbox"/> 20
Milestones	<input type="checkbox"/> 37	<input type="checkbox"/> 36	<input type="checkbox"/> 27
Obituaries	<input type="checkbox"/> 38	<input type="checkbox"/> 37	<input type="checkbox"/> 25
Conference Spotlight	<input type="checkbox"/> 49	<input type="checkbox"/> 31	<input type="checkbox"/> 20
Sunset Calendar	<input type="checkbox"/> 36	<input type="checkbox"/> 36	<input type="checkbox"/> 28
The Caring Christian	<input type="checkbox"/> 47	<input type="checkbox"/> 35	<input type="checkbox"/> 18
The Growing Christian	<input type="checkbox"/> 42	<input type="checkbox"/> 36	<input type="checkbox"/> 22
The Healthy Christian	<input type="checkbox"/> 46	<input type="checkbox"/> 38	<input type="checkbox"/> 16
The Learning Christian	<input type="checkbox"/> 44	<input type="checkbox"/> 36	<input type="checkbox"/> 20

12. Please tell us how much you read of each of the specific articles in the February 15 Visitor. Check the appropriate boxes to show whether you read Most, Some or None of the article. You may refer to the articles in the enclosed Visitor, but please do not read them now.

Article		Most		Some		None	
P. 2	Reapers, Sowers, Tillers	<input type="checkbox"/>	44%	<input type="checkbox"/>	25%	<input type="checkbox"/>	32%
P. 3	It is Written brings new member to Rockville	<input type="checkbox"/>	43	<input type="checkbox"/>	21	<input type="checkbox"/>	36
P. 4	Questions and Answers about Harvest 90	<input type="checkbox"/>	33	<input type="checkbox"/>	33	<input type="checkbox"/>	34
P. 7	WAH uses balloons to open heart valves	<input type="checkbox"/>	55	<input type="checkbox"/>	21	<input type="checkbox"/>	23
	Health/evangelistic crusade nets 25 baptisms	<input type="checkbox"/>	36	<input type="checkbox"/>	23	<input type="checkbox"/>	41
	Delaware church sponsors Heartbeat	<input type="checkbox"/>	27	<input type="checkbox"/>	27	<input type="checkbox"/>	47
	Hospital employees give to homeless, needy	<input type="checkbox"/>	39	<input type="checkbox"/>	25	<input type="checkbox"/>	36
P. 8	50 charter new church, 70 are baptized	<input type="checkbox"/>	35	<input type="checkbox"/>	35	<input type="checkbox"/>	30
	Ministers' wives learn Bible study skills at seminar	<input type="checkbox"/>	34	<input type="checkbox"/>	23	<input type="checkbox"/>	43
P. 9	Adventists attract fair-goers at Wilkes-Barre festival	<input type="checkbox"/>	39	<input type="checkbox"/>	29	<input type="checkbox"/>	32
P. 10	Martinsburg meets for first time on new church grounds	<input type="checkbox"/>	28	<input type="checkbox"/>	29	<input type="checkbox"/>	44
	Parkersburg church purchases annex	<input type="checkbox"/>	21	<input type="checkbox"/>	27	<input type="checkbox"/>	52
	Church in Warren is dedicated	<input type="checkbox"/>	20	<input type="checkbox"/>	30	<input type="checkbox"/>	50
	Picture of West Chester church anniversary	<input type="checkbox"/>	27	<input type="checkbox"/>	22	<input type="checkbox"/>	51
	Picture of Spanish radio speaker in New Jersey	<input type="checkbox"/>	20	<input type="checkbox"/>	31	<input type="checkbox"/>	49
P. 11	Conference honors Lay Advisory President Lynd	<input type="checkbox"/>	26	<input type="checkbox"/>	25	<input type="checkbox"/>	50
	Deaconesses and deacons are ordained	<input type="checkbox"/>	30	<input type="checkbox"/>	22	<input type="checkbox"/>	48
	Golf pro shares his faith on the course	<input type="checkbox"/>	36	<input type="checkbox"/>	21	<input type="checkbox"/>	43
	Picture of Pine Forge volunteers receiving plaques	<input type="checkbox"/>	37	<input type="checkbox"/>	21	<input type="checkbox"/>	42
P. 12	Pictures of Adventist Youth	<input type="checkbox"/>	44	<input type="checkbox"/>	29	<input type="checkbox"/>	28
P. 13	Loma Linda campuses merge	<input type="checkbox"/>	52	<input type="checkbox"/>	18	<input type="checkbox"/>	30
	Signs of the Times article reprinted in Reader's Digest	<input type="checkbox"/>	47	<input type="checkbox"/>	14	<input type="checkbox"/>	39
	Voice of Prophecy cancelled on WNAE	<input type="checkbox"/>	27	<input type="checkbox"/>	20	<input type="checkbox"/>	53
	Picture of Adventist World Radio dedication	<input type="checkbox"/>	38	<input type="checkbox"/>	18	<input type="checkbox"/>	44
	Ad - Coping With Life's Crises	<input type="checkbox"/>	25	<input type="checkbox"/>	25	<input type="checkbox"/>	51
P. 14	Announcements	<input type="checkbox"/>	31	<input type="checkbox"/>	30	<input type="checkbox"/>	39
	Legal Notices	<input type="checkbox"/>	18	<input type="checkbox"/>	27	<input type="checkbox"/>	55
	Obituaries	<input type="checkbox"/>	39	<input type="checkbox"/>	21	<input type="checkbox"/>	39
	Campmeeting Reservation Blank	<input type="checkbox"/>	20	<input type="checkbox"/>	17	<input type="checkbox"/>	63
P. 15	Hour of Prayer	<input type="checkbox"/>	34	<input type="checkbox"/>	26	<input type="checkbox"/>	40
	Advertisements	<input type="checkbox"/>	30	<input type="checkbox"/>	34	<input type="checkbox"/>	36
	Sunset Calendar	<input type="checkbox"/>	34	<input type="checkbox"/>	25	<input type="checkbox"/>	42
P. 16	Columbia Union College Ad	<input type="checkbox"/>	27	<input type="checkbox"/>	30	<input type="checkbox"/>	44

13. Express your feelings about the following statements by marking the box under Agree or Disagree. If you have no opinion, please mark the box under Don't Know.

	Agree	Disagree	Don't Know
I liked the January 1 cover with the picture of the baby.	<input type="checkbox"/> 70%	<input type="checkbox"/> 1%	<input type="checkbox"/> 29%
The Visitor tells me what's happening in my conference.	<input type="checkbox"/> 82	<input type="checkbox"/> 8	<input type="checkbox"/> 10
The Visitor suggests good ideas to try during Sabbath services.	<input type="checkbox"/> 44	<input type="checkbox"/> 13	<input type="checkbox"/> 44
I believe what I read in the Visitor.	<input type="checkbox"/> 91	<input type="checkbox"/> 2	<input type="checkbox"/> 7
The Visitor tells me what's happening in the worldwide church.	<input type="checkbox"/> 63	<input type="checkbox"/> 25	<input type="checkbox"/> 12
The Visitor helps me know what the union conference does.	<input type="checkbox"/> 80	<input type="checkbox"/> 7	<input type="checkbox"/> 14
What I read in the Visitor helps me feel good about my local church.	<input type="checkbox"/> 62	<input type="checkbox"/> 12	<input type="checkbox"/> 26
I liked the January 15 cover with a picture of a snowy tree.	<input type="checkbox"/> 74	<input type="checkbox"/> 5	<input type="checkbox"/> 22
The Visitor lets me know about the Adventist Health System.	<input type="checkbox"/> 80	<input type="checkbox"/> 6	<input type="checkbox"/> 14
The Adventist Health System promotes the spiritual mission of the Adventist church.	<input type="checkbox"/> 65	<input type="checkbox"/> 17	<input type="checkbox"/> 17
The Visitor runs too many illustrations.	<input type="checkbox"/> 6	<input type="checkbox"/> 68	<input type="checkbox"/> 26
I'd like to see more photos in the Visitor.	<input type="checkbox"/> 59	<input type="checkbox"/> 24	<input type="checkbox"/> 17
Stories in the Visitor are easy for me to read.	<input type="checkbox"/> 91	<input type="checkbox"/> 3	<input type="checkbox"/> 6
Things I read in the Visitor give me ideas on how to witness.	<input type="checkbox"/> 58	<input type="checkbox"/> 13	<input type="checkbox"/> 29
I saw news about my local church in the Visitor in the past year.	<input type="checkbox"/> 54	<input type="checkbox"/> 32	<input type="checkbox"/> 14
In the past year, I have sent a prayer request to the Hour of Prayer column in the Visitor.	<input type="checkbox"/> 5	<input type="checkbox"/> 81	<input type="checkbox"/> 14
In the past year, I have prayed for a prayer request I saw in the Hour of Prayer column in the Visitor.	<input type="checkbox"/> 25	<input type="checkbox"/> 58	<input type="checkbox"/> 17

14. Please write any other comments you want the Visitor staff to hear. Then answer the last few questions on the back.

Appendix B
READERSHIP OF VISITOR SECTIONS

Section	Frequency of Reading		
	Regularly	Sometimes	Never
Editorial	52	34	14
Conference Spotlight	49	31	20
The Caring Christian	47	35	18
The Healthy Christian	46	38	16
New Faces, New Places	45	35	20
The Learning Christian	44	36	20
Classified Ads	43	32	25
The Growing Christian	42	36	22
Adventist Youth	40	40	20
A Wider View	40	35	25
Obituaries	38	37	25
Hour of Prayer	38	32	30
Milestones	37	36	27
Christian Seniors	37	30	33
Adventist Pacesetters	36	38	26
Sunset Calendar	36	36	28
Back Cover Advertisements	43	32	25
Harvest 90	34	38	28
Faithful Steward	34	36	30
Inside Advertisements	33	39	28
Legal Notices	25	24	41

Appendix C
READERSHIP OF ARTICLES IN FEBRUARY 15 VISITOR

Article	Page	Amount of Article Read		
		Most	Some	None
WAH uses balloons to open heart valves	p 7	55	21	23
Loma Linda campuses merge	p 13	52	18	30
Signs of the Times article reprinted in Reader's Digest	p 13	47	14	39
Pictures of Adventist Youth	p 12	44	29	28
Reapers, Sowers, Tillers	p 2	44	25	32
It Is Written brings new member to Rockville	p 3	43	21	36
Adventists attract fair-goers at Wilkes-Barre festival	p 9	39	29	32
Hospital employees give to homeless, needy	p 7	39	25	36
Obituaries	p 14	39	21	3
Picture of Adventist World Radio dedication	p 13	38	18	44
Picture of Pine Forge volunteers receiving plaques	p 11	37	21	42
Health/evangelistic crusade nets 25 baptisms	p 7	36	23	40
Golf pro shares his faith on the course	p 11	36	21	43
50 charter new church, 70 are baptized	p 8	35	35	30
Hour of Prayer	p 15	34	26	40

Sunset Calendar	p 15	34	25	42
Ministers' wives learn Bible study skills at seminar	p 8	34	23	43
Questions and Answers about Harvest 90	p 4	33	33	34
Announcements	p 14	31	30	39
Classified Advertisements	p 15	30	34	36
Deaconesses and Deacons are ordained	p 11	30	22	48
Martinsburg meets for first time on new church grounds	p 10	28	29	44
Columbia Union College back page advertisement	p 16	27	30	44
Delaware church sponsors Heartbeat	p 7	27	27	47
Picture of West Chester church anniversary	p 10	27	22	51
Voice of Prophecy cancelled on WNAE	p 13	27	20	53
Conference honors Lay Advisory President Lynd	p 11	26	25	50
Advertisement on Coping with Life's Crises seminar	p 13	25	25	51
Parkersburg church purchases annex	p 10	21	27	52
Picture of Spanish radio speaker in New Jersey	p 10	20	31	49
Church in Warren is dedicated	p 10	20	30	50
Campmeeting Reservation Blank	p 14	20	17	63